MICHIGAN M Ross school of business Using Your Library's Annual Report to Market Library Services Charleston Conference 2011 Corey Seeman Kresge Business Administration Library









About Kresge Library

- I was hired as Associate Director in November 2005.
- Director left in April 2006.
- Interim Director from May-October 2006
- Director from October 2006-present

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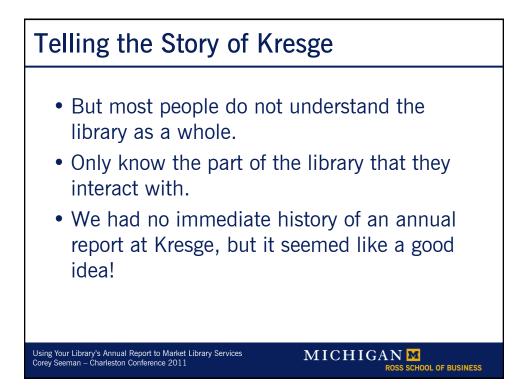
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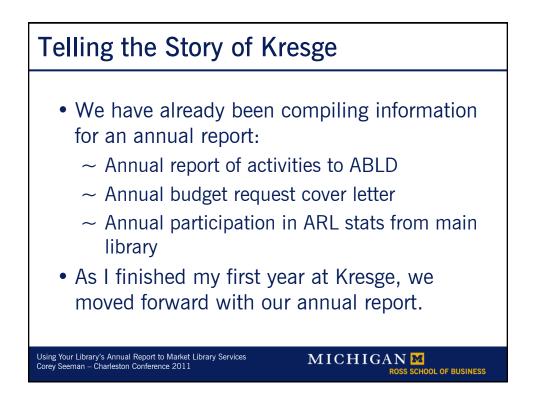
Telling the Story of Kresge

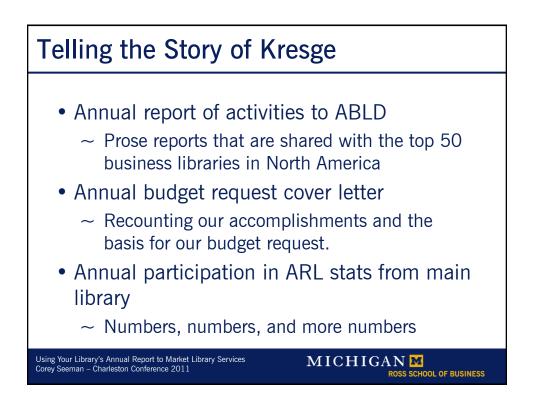
- As a new director, I wanted to be able to showcase what we are doing and share that information with the school.
- Librarians are modest (often) and trust that people know the intrinsic value of our work.
- We needed a way to provide the school with the scope of our work.
- We needed a way to demonstrate ROI.

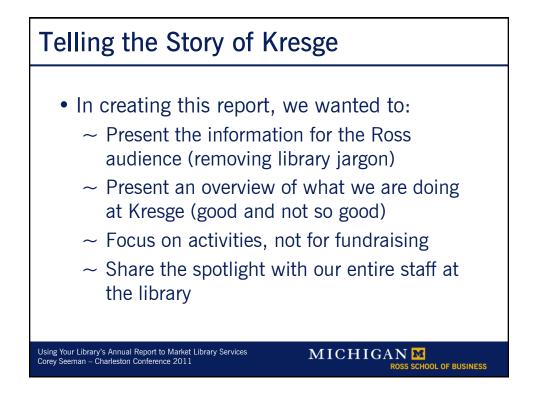


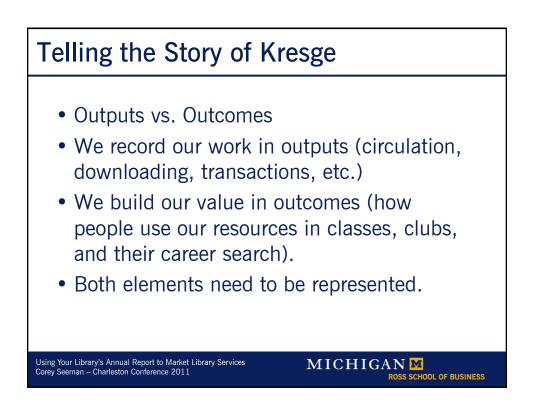
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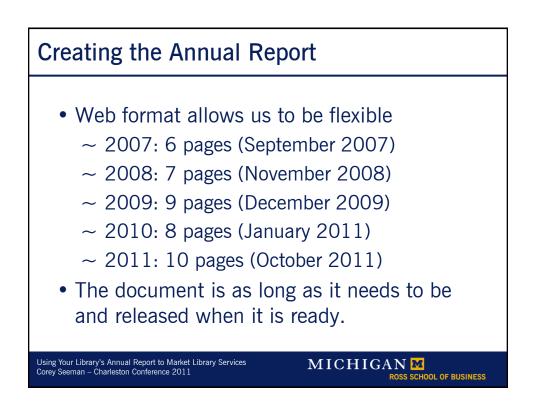








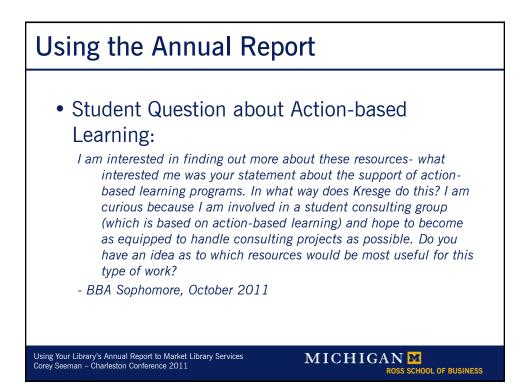


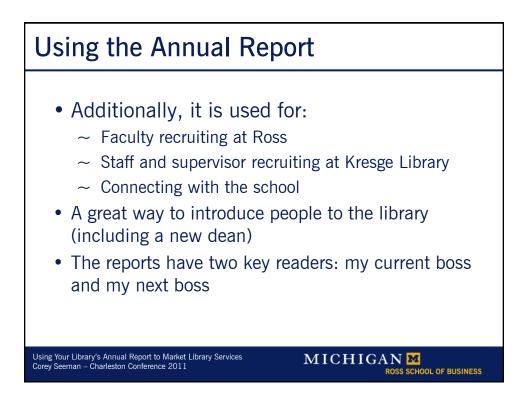


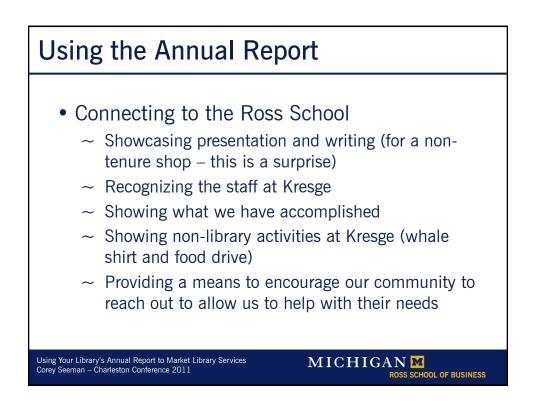


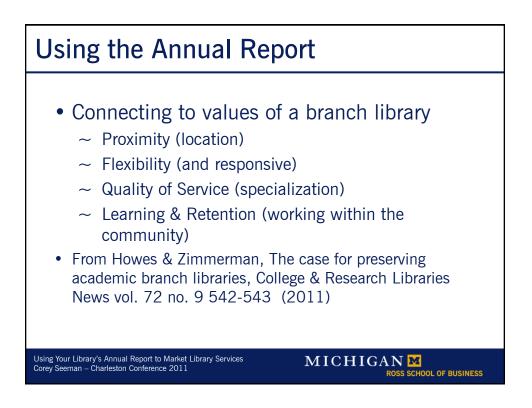


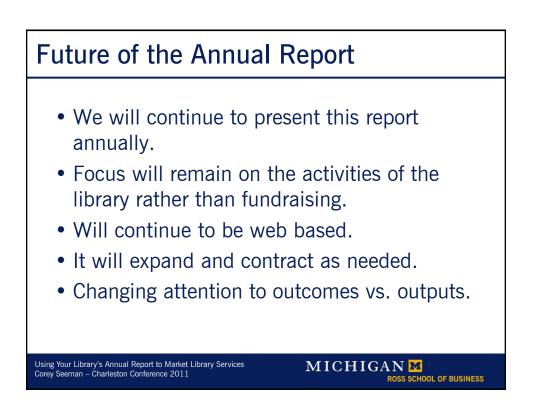


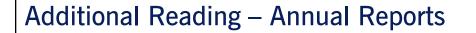












- Grey Literature Past and Present the Evolution of Library Annual Reports (Susan E. Searing, University of Illinois, 2011)
- Gordon, T. P., Khumawala, S. B., Kraut, M. and Neely, D. G. (2010), Five dimensions of effectiveness for nonprofit annual reports. Nonprofit Management and Leadership, 21: 209–228.
- Christensen, A. L., and Mohr, R. M. "Not-for-Profit Annual Reports: What Do Museum Managers Communicate?" Financial Accountability and Management, 2003, 19(2), 139–158.

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